



NEW HIGHWAY SIGNAGE AHEAD

Nova Scotia is considering new rules for advertising signs on provincial highways.

We'd like to hear your opinion before final recommendations from a public/private committee go to government.



NOVA SCOTIA
Advertising Signage Committee

You can view the Draft Advertising Signage Regulations at www.gov.ns.ca/tran or contact Judy Sadler at the Department of Transportation and Public Works at (902) 424-4268 for a copy of the regulations.

The deadline for response is June 15, 2000.

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News release
Transportation and Public Works

May 17, 2000

New highway sign regulations proposed for Nova Scotia

New regulations are being proposed to govern advertising signs on Nova Scotia highways, Transportation and Public Works Minister Ron Russell announced today.

A business logo program and a new traveller-friendly directional signage program are part of the proposal.

"We've had input from people across Nova Scotia and this proposal for highway signs strikes a balance and reflects their input," said Minister Russell. "The basic philosophy behind the new rules is to offer travellers the information they need in a clear, concise fashion, while providing opportunities for local business to advertise on our highways."

Following public consultations 18 months ago, a government-industry committee was established to consider the input received and to develop the new sign policy. As the final stage in its consultation process, the committee is asking for public comment on the proposals before a final recommendation is taken to government.

The business community and tourism industry are backing these efforts to get new regulations in place.

"Our organization commends the Province for bringing these regulations to the public for their comment," said Peter O'Brien, Vice-President, Atlantic Region, Canadian Federation of Independent Business. "This is an opportunity for people to help finalize this important policy."

The Tourism Industry Association of Nova Scotia is also supportive of the approach to solicit feedback on the draft regulations.

"TIANS is pleased that Nova Scotia is moving to resolve the long standing sign issue," said Eric Mullen, President of the TIANS. "Our tourism industry recognizes improvements to our highway sign rules will help direct travellers to tourism oriented businesses and services, while preserving the natural and scenic qualities of our provincial highways."

The draft regulations are being mailed to hundreds of Nova Scotians who participated in the public consultations. The regulations are also available on the Transportation and Public Works website at www.gov.ns.ca/tran/, or by contacting Judy Sadler at TPW by the following methods:

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Fax: (902) 424-0571
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PROPOSED HIGHWAY ADVERTISING SIGN REGULATIONS

MAY 15, 2000

CURRENT REGULATIONS	PROPOSED REGULATIONS	RATIONALE
<p>Regulations respecting advertising signs made by the Minister of Highways pursuant to Section 47 of the Public Highways Act on the 15th day of February, A.D., 1965 and approved by the Governor in Council on the 6th day of April, A.D., 1965.</p> <p>1. In these regulations the expression "advertisement" includes any sign, placard, boarding, billboard or any other form or means or device whatsoever of public notice or announcement whether erected, pasted or painted, and also includes any sign, placard, boarding or billboard or other device or medium intended or suitable or adapted as a form or means of public notice or announcement whether or not the same is at the time actually used for such purpose.</p> <p>2. These regulations apply only to advertisements:</p> <p>(a) upon or within five hundred feet from the centre line of the traveled portion of a highway outside the limits of a city or town; or</p>	<p>Regulations respecting advertising signs made by the Minister of Transportation and Public Works pursuant to Section 49 of the Public Highways Act on the th day of ^{, A.D., 2000 and} approved by the Governor in Council on the th day of ^{, A.D., 2000.}</p> <p>Definition</p> <p>1. In these regulations the expression "advertisement" includes any sign, placard, boarding, billboard or any other form or means or device whatsoever of public notice or announcement whether erected, pasted or painted, and also includes any sign, placard, boarding or billboard or other device or medium intended or suitable or adapted as a form or means of public notice or announcement whether or not the same is at the time actually used for such purpose.</p> <p>Scope of Regulations</p> <p>2. These regulations apply only to advertisements on or adjacent to all highways under the ownership of the province, as follows:</p> <p>(a) Except as provided in Sections 3 and 14 of these regulations, no person shall erect, maintain, paste, paint or expose an advertisement that is within sight of a controlled access highway.</p>	<p>Revisions to ensure new regulations are approved in accordance with governing legislation.</p> <p>The scope of the regulations includes all advertising signage within sight of highways under the ownership of the Province. The regulations will not apply to municipally owned roads and streets. No off-premise advertising signs will be permitted within sight of controlled access highways.</p>

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<p>(b) within the limits of a city or town, upon or within one hundred and fifty feet from the centre line of the travelled portion of a highway, road or street or portion of a highway, road or street toward the construction or maintenance of which the Province of Nova Scotia has contributed any part of the cost.</p> <p>3. Except as provided in these regulations, no person shall erect, maintain, paste, paint or expose an advertisement unless he holds a license that is in force in respect of the advertisement.</p> <p>4.(1) The Minister in his discretion may issue a license to any person authorizing the erecting, maintaining, pasting, painting and exposing of:</p> <p>(a) not more than eight advertisements on or adjacent to highways, of which advertisements not more than four shall be on or adjacent to any one highway designated or named in the license and not more than two shall be on or adjacent to any one highway approach to the place that is advertised, where the advertisements related to:</p> <p>(i) an hotel in respect of which a license is in force under the Hotel Regulations Act or a trailer court, camping grounds or restaurant that is operated in compliance with any law in force respecting such operation; or</p>	<p>(b) Except as provided in Section 14 of these regulations, no person shall erect, maintain, paste, paint or expose an advertisement within sight of a non-controlled access highway unless he holds a license that is in force in respect of the advertisement.</p> <p>Business Logo Program</p> <p>3. The Minister responsible for controlled access highways shall establish a business logo signing program for fuel, food, and accommodation services which would prescribe eligibility, application and fees, specifications, placement and other elements deemed appropriate.</p> <p>Eligibility and Number of Signs</p> <p>4.(1) The Minister may issue a license to any person authorizing the erecting, maintaining, pasting, painting and exposing of:</p> <p>(a) not more than four advertisements on or adjacent to highways, of which advertisements not more than two shall be on or adjacent to any one highway approach, designated or named in the license, to the place that is advertised, where the advertisements are related to:</p> <p>(i) licensed accommodations under the Tourist Accommodations Act.</p>	<p>Advertising signs will no longer be permitted within sight of controlled access highways. Introduction of a business logo program for our 100 Series controlled access highways will allow brand specific identity for essential motorist services. Refer to attachment.</p> <p>Need to identify an optimal number of signs which will serve both the needs of business owners and motorists but will not create a proliferation of signs along Nova Scotia's highways.</p> <p>Eligible businesses have been recognized as those which offer traveller-oriented goods and services available to the public.</p>

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<p>(ii) an establishment that in the opinion of the Minister is representative of natural or historic features of the Province; or</p> <p>(iii) an establishment that is wholly dependent upon and exclusively utilizes natural resources and native products of the Province, including an establishment that is a lobster pound, a place where native handicraft activities are carried on or a nursery; or</p> <p>(iv) an establishment at which outdoor recreational activities are carried on that are mainly dependent upon natural resources of the Province, including bathing beaches, golf courses, driving ranges and establishments at which hunting or fishing facilities are provided; or</p> <p>(v) a city, town, municipality or village where the advertisement is erected by the council of the city, town, municipality, or the commissioners of the village, and calls attention to and includes special reference to the attractions, goods and services available within the city, town, municipality or village.</p>	<p>(ii) restaurants engaged in the serving of regular meals that are operated in compliance with any law in force respecting such operation; or</p> <p>(iii) tourist attractions, including businesses, facilities or sites whose primary purpose is satisfying the needs of visitors from outside the immediate area and where the sale of goods is of a secondary nature, including museums, historic sites, national and provincial parks, theme and amusement parks, cultural attractions, natural phenomena, attractions, outdoor recreation facilities, guided tours, genealogical and historic centers, animal/plant attractions; or</p> <p>(iv) establishments which produce or exhibit artisanal products including galleries, craft studios, artist's studios; or</p> <p>(v) those establishments where seafood and aquaculture products are held, hatched and reared for sale to the public; or</p> <p>(vi) farm market establishments which sell agricultural products; or</p> <p>(vii) licensed winery establishments at which wine is made and sold to the public; or</p>	

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	<p>(viii) craft, antique and gift shops that sell products to the public; or</p> <p>(ix) local and provincial visitor information centers; or</p> <p>(x) temporary special events and festivals; or</p> <p>(xi) a regional municipality, town, village, municipality where the advertisement is erected by the council of the regional municipality, town or municipality, or the commissioners of the village, and calls attention to and includes special reference to the attractions, goods and services available within the regional municipality, town, village or municipality.</p> <p>(b) tourist attractions, businesses, facilities and sites identified from (i) to (x) must be open a minimum 5 days per week, 30 hours per week, and 90 days during their normal operating season.</p> <p>(c) not more than one advertisement respecting a board of trade, service club, fraternal society or other non-profit organizations on or adjacent to each main highway approach to the community in which the board of trade, service club, fraternal society or other organization functions.</p>	<p>Communities will continue to have the opportunity to install signs at their boundary points.</p> <p>Community based organizations will continue to have the opportunity to identify their presence.</p>
<p>(b) not more than one advertisement respecting a board of trade, service club, fraternal society or other non-profit organization on or adjacent to each main highway approach to the community in which the board of trade, service club, fraternal society or other organization functions.</p>		

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<p>(i) advertise a natural resource of the Province or encourage acts or conduct for the protection or preservation of life or property or the development or improvement of natural resources of the Province;</p> <p>(ii) bear the proper name or the proper name and address of the person erecting the sign in letters not higher than one-half the average height of all letters in the main message or do not bear the name of that person; and</p> <p>(iii) do not advertise specific product or service, or do not bear the brand name, trade name, trade mark or other identification mark or symbol of or relating to a specific brand or make of goods.</p> <p>(d) signs naming a highway in recognition of its historic, scenic or other special attribute when application for a license has specific make of goods, been made through the Minister of Trade and Industry and the signs have been approved by him.</p> <p>(e) not more than two signs that:</p> <p>(i) designate a manufacturing or processing establishment;</p>		<p>Consideration for road names shall be addressed through established road naming procedures administered by the Department of Transportation and Public Works.</p>

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<p>(ii) are located on or adjacent to the section of highway in the immediate vicinity of the establishment;</p> <p>(iii) bear the proper name or the proper name and address of the person operating the establishment; and</p> <p>(iv) do not advertise a specific product or service or do not bear the brand name, trade name, trade mark or other identification mark or symbol of or relating to a specific brand or make or goods.</p> <p>4.(2) An advertisement referred to in subclause (ii), (iv) or (v) of clause (a) of subsection (1) shall not:</p> <p>(a) bear the brand name, trade name or other identification mark or symbol or relating to a specific brand or make or goods or services; or</p> <p>(b) advertise or relate to a canteen, vegetable stand, fruit stand, lobster stand or other establishment offering goods or services that are not of the type referred to in subsection (1) of this Regulation.</p>	<p style="text-align: center;">Sign Sizes</p> <p>5. <i>Each advertisement displayed shall be in accordance with the following:</i></p>	<p>There is the need to identify a maximum size for advertising signs which will allow motorists to read the displayed message while driving at normal highway speeds. There is recognition that higher travel speeds require larger signs to display comparable messages.</p>	

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	<p>(a) those advertisements displayed where the maximum speed limit is at or below 80 kilometers per hour, shall have a maximum area of 3 square meters.</p> <p>(b) those advertisements displayed where the maximum speed limit is greater than 80 kilometers per hour, shall have a maximum area of 7.5 square meters.</p> <p><i>Distance Limitation</i></p> <p>6. Those advertisements on or adjacent to highways, shall be located within a 50 kilometer distance from the place or business to which the advertisement relates.</p> <p><i>Sign Spacing</i></p> <p>7. Any two advertisements on or adjacent to a highway shall be placed in accordance with the following separation distances:</p> <p>(a) those advertisements displayed where the maximum speed limit is at or below 80 kilometers per hour, shall be a minimum 50 meters apart.</p> <p>(b) those advertisements displayed where the maximum speed limit is greater than 80 kilometers per hour, shall be a minimum 100 meters apart.</p> <p><i>Application</i></p> <p>8.(1) Application for a license shall be made in such form, and include such information as the Minister may prescribe.</p>	<p>3 square meters is equivalent to 32 square feet.</p> <p>7.5 square meters is equivalent to 80 square feet.</p> <p>To ensure advertising signs are placed within proximity of a business to which they refer.</p> <p>The orderly presentation of information to motorists requires signs be spaced along the highways. Increased spacing necessary at higher speeds. Minimum separation distances specified.</p>
5.(1) Application for a license shall be made in such form as the Minister may prescribe.		

CURRENT REGULATIONS	PROPOSED REGULATIONS	RATIONALE
<p>(2) Every license shall be numbered and dated and shall state the date of its expiration and such other matters as the Minister may determine.</p> <p>(3) It shall be a condition of every license that it shall expire on the thirty-first day of March next following its date, or on such earlier date as the Minister may determine in respect of any license or class of license.</p>	<p>(2) Every license shall be numbered and dated and shall state the date of its expiration and such other matters as the Minister may determine.</p> <p>(3) It shall be a condition of every license that it shall expire three years from the date of issue or on such earlier date as the Minister may determine in respect of any license or class of license.</p> <p style="text-align: center;">License Fees</p> <p>9.(1) The following fees shall be paid to the Minister for the issue of licenses:</p> <p>(a) an original license application for the authority to install a maximum of four signs shall cost \$150.00.</p> <p>(b) each license renewal application, required on a three year time period, shall cost \$25.00.</p> <p>(2) No fee shall be charged for a license issued under these regulations to a board of trade, service club, fraternal society or other non-profit organization.</p> <p style="text-align: center;">License Conditions</p> <p>10.(1) Where a license has been issued respecting an advertisement, the licensee shall not without written permission of the Minister.</p> <p>(a) place the advertisement in a location other than that set forth in the application for the license; or</p> <p>(b) display upon the advertisement any wording or other matter that differs substantially from the wording or matter set forth in the application for the license.</p>	<p>Advertising sign licenses will require renewal on a 3 year basis rather than the current annual basis.</p> <p>The current fee structure has not been updated since the 1960s. The new fee structure is intended to reflect current costs to consider applications and deliver an effective enforcement program of these regulations.</p> <p>Community organizations identified will continue to be charged no fee for a license.</p>
<p>6.(1) The following fees shall be paid to the Minister for the issue of licenses:</p> <p>(a) for each advertisement having an area of less than 50 square feet that is authorized by the license.....\$2.00</p> <p>(b) for each advertisement having an area of 50 square feet or more that is authorized by the license.....\$10.00</p> <p>(2) No fee shall be charged for a license issued under these regulations to a board of trade, service club, fraternal society or other non-profit organization.</p> <p>(3) No fee shall be charged for a license issued under clause (d) of Regulations 4.</p>	<p>7. (1) Where a license has been issued respecting an advertisement, the licensee shall not without written permission of the Minister.</p> <p>(a) place the advertisement in a location other than that set forth in the application for the license; or</p> <p>(b) display upon the advertisement any wording or other matter that differs from the wording or matter set forth in the application for the license.</p>	

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CURRENT REGULATIONS	PROPOSED REGULATIONS	RATIONALE
<p>(2) Where a license has been issued respecting an advertisement, the Minister may at any time:</p> <p>(a) require a change in the location of the advertisement; or</p> <p>(b) require a change in the wording or other matter displayed upon the advertisement.</p>	<p>(2) Where a license has been issued respecting an advertisement, the Minister may at any time: require a change in the location of the advertisement;</p> <p style="text-align: center;">Safety</p> <p>11. No person shall erect, maintain, paste, paint or expose an advertisement that is in a location where in the opinion of the Minister, it is a menace or source of danger to traffic on the highway or interferes with a traffic sign.</p> <p style="text-align: center;">"No Sign" Zones</p> <p>12. The Minister, upon the recommendation by the council of a regional municipality, town or municipality, or the commissioners of a village, may designate "no sign" zones along provincial highways for the protection of scenic views from, or adjacent to, provincial highways.</p> <p style="text-align: center;">Enforcement</p> <p>13.(1) The owner of an advertisement shall maintain it in good and proper condition.</p> <p>(2) Where, in the opinion of the Minister, an advertisement is not maintained in good and proper condition, the owner of the advertisement shall repair or paint or remove it within ten days after he has received a written request from the Minister to do so; or the Minister, shall arrange for the removal of the advertisement.</p>	<p>No advertising signing will be permitted which comprises highway safety in any manner.</p> <p>The public has indicated that there must be effective enforcement to ensure compliance and avoid the proliferation of signage that currently exists along our highways.</p>

CURRENT REGULATIONS	PROPOSED REGULATIONS	RATIONALE
<p>10.(1) Nothing in these regulations requires a license for the erecting, maintaining, pasting, painting or exposing of an advertisement.</p> <p>(a) upon a building that is a store, restaurant, canteen, service station, garage, hotel, motel or other place in which a business is conducted; where the advertisement bears the name of the person by or on whose behalf the business is conducted and the general nature of the business or advertises goods or services that are ordinarily offered in the conduct of a business of the same general nature as the business carried on in the building;</p> <p>(b) upon the lot of land on which a building referred to in clause (a) is situated, of not more than two advertisements where such advertisements bear the name of the person by or on whose behalf the business is conducted and the general nature of the business but not the trade name, brand name, trade mark or other identification mark or symbol of or relating to a specific brand or make of goods except that such advertisements when relating to a service station or garage may bear the name of the gasoline and the make of motor vehicle sold or serviced at such service station or garage, providing that no such advertisement shall be posted, painted, affixed or placed upon a building other than a building referred to in clause (a);</p> <p>(c) upon the lot of land on which a building referred to in clause (a) is situated but not further than 200 feet from the nearest part of such building or other place in which a business is conducted and having an area not in excess of 20 square feet where the advertisement bears the name of the person on whose behalf the business is conducted or the general nature of the business or advertises goods or services that are ordinarily offered in the conduct of a business of the same</p>	<p>On-Site Signs</p> <p>14.(1) Nothing in these regulations requires a license for the erecting, maintaining, pasting, painting or exposing of an advertisement.</p> <p>(a) upon a building that is a store, restaurant, canteen, service station, garage, hotel, motel or other place in which a business is conducted; where the advertisement bears the name of the person by or on whose behalf the business is conducted and the general nature of the business or advertises goods or services that are ordinarily offered in the conduct of a business of the same general nature as the business carried on in the building;</p> <p>(b) upon the lot of land on which a building referred to in clause (a) is situated, of not more than two advertisements where such advertisements bear the name of the person by or on whose behalf the business is conducted and the general nature of the business but not the trade name, brand name, trade mark or other identification mark or symbol of or relating to a specific brand or make of goods except that such advertisements when relating to a service station or garage may bear the name of the gasoline and the make of motor vehicle sold or serviced at such service station or garage, providing that no such advertisement shall be posted, painted, affixed or placed upon a building other than a building referred to in clause (a);</p> <p>(c) upon the lot of land on which a building referred to in clause (a) is situated but not further than 65 meters from the nearest part of such building or other place in which a business is conducted and having an area not in excess of 1.8 square meters where the advertisement bears the name of the person on whose behalf the business is conducted or the general nature of the business or advertises goods or services that are ordinarily offered in the conduct of a business of the same</p>	<p>Businesses will be permitted to continue to establish signs on their own premises.</p>

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<p>general nature as the business carried on in the building referred to in clause (a) providing that no such advertisement shall be posted, painted, affixed or placed upon a building other than that referred to in clause (a);</p> <p>(d) relating to offers of or requests for work;</p> <p>(e) that is a temporary advertisement of a church, social or local function;</p> <p>(f) of a public meeting;</p> <p>(g) emanating from public authority;</p> <p>(h) of or relating to a Dominion, Provincial, city, town or municipal election; or</p> <p>(i) that is a temporary advertisement of not more than fifty square feet in area offering real property for sale and is erected or exposed on the property offered for sale, if the name of the seller is not;</p> <p>(i) displayed in letters that are larger or of a different colour or style than the letters in the words "For Sale" or other words expressing the offer to sell.</p> <p>(2) Within seven days after the occurrence of an event that has been advertised by means of an advertisement of the sort referred to in clause (e), (f), (g) (h) or (i) of subsection (d) the person who erected, pasted or painted or exposed the advertisement shall remove the advertisement.</p> <p>(3) Within thirty days after a building referred to in clause (a) and clause (c) of subsection (1) ceases to be a place in which a business is conducted the owner of such building shall remove all advertisements which are erected, pasted, painted or exposed upon the building and upon the lot of land on which the building is situated.</p>	<p>general nature as the business carried on in the building referred to in clause (a) providing that no such advertisement shall be posted, painted, affixed or placed upon a building other than that referred to in clause (a);</p> <p>(d) relating to offers of or requests for work;</p> <p>(e) that is a temporary advertisement of a church, social or local function;</p> <p>(f) of a public meeting;</p> <p>(g) emanating from public authority;</p> <p>(h) of or relating to a Federal, Provincial, town or municipal election; or</p> <p>(i) that is a temporary advertisement of not more than 4.6 square meters in area offering real property for sale and is erected or exposed on the property offered for sale, if the name of the seller is not; displayed in letters that are larger or of a different colour or style than the letters in the words "For Sale" or other words expressing the offer to sell.</p> <p>(2) Within seven days after the occurrence of an event that has been advertised by means of an advertisement of the sort referred to in clause (e), (f), (g), (h) and (i) of subsection (d) the person who erected, pasted, painted or exposed the advertisement shall remove the advertisement.</p> <p>(3) Within thirty days after a building referred to in clause (a) and clause (c) of subsection (1) ceases to be a place in which a business is conducted the owner of such building shall remove all advertisements which are erected, pasted, painted or exposed upon the building and upon the lot of land on which the building is situated.</p>	

CURRENT REGULATIONS	PROPOSED REGULATIONS	RATIONALE
<p>(4) Except for clause (g) of subsection (1) this Regulation does not apply to advertisements upon or within five hundred feet of the centre line of a controlled access highway.</p>	<p>Grandfathering</p> <p>15. Existing advertisements on or adjacent to those highways governed by both the former regulation and this regulation shall be addressed as follows:</p> <p>(a) those advertisements which were not compliant with the former regulation, and are not compliant with this regulation, shall be removed by the owner within one year of the effective date of this regulation;</p> <p>(b) those advertisements which were compliant with the former regulation, and are not compliant with this regulation, shall be removed by the owner within two years of the effective date of this regulation;</p> <p>(c) those advertisements which are compliant with the former regulation and compliant with this regulation, shall be eligible to remain provided the owner makes application for a renewal license within one year of the effective date of this regulation.</p> <p>Enforcement</p> <p>16. Where, in the opinion of the Minister, an advertisement has been erected contrary to these regulations, the owner of the advertisement shall remove it within ten days after he has received a written request from the Minister to do so, or, the Minister shall arrange for the removal of the advertisement.</p> <p>Advisory Committee</p> <p>17. The Minister shall establish a committee, with a mandate as prescribed by the Minister, to provide advice, interpretation and dispute resolution for this regulation and propose recommendations for regulation revisions.</p>	<p>The need to create a fair and equitable process that will allow businesses time to adapt to a new regulation. A two tiered "grandfathering" process has been established which will result in complete migration to the new regulation within 2 years of the effective date of the new regulations.</p> <p>The public has indicated that there must be effective enforcement to ensure compliance and avoid the proliferation of signage that currently exists along our highways.</p> <p>Stakeholders forum to adjudicate disputes, address unique business situations and recommend changes/revisions to the regulations to ensure it remain relevant and current.</p>

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<p>11. All regulations respecting the erecting, maintaining, pasting, painting or exposing of advertisements heretofore made under the Public Highways Act are rescinded.</p> <p>12. These regulations shall come into force on the first day of April, 1965.</p>	<p>Other</p> <p>18. All regulations respecting the erecting, maintaining, pasting, painting or exposing of advertisements hereto made under the Public Highways Act are rescinded.</p> <p>19. These regulations shall come into force on the first day of</p>	

PROPOSAL FOR DISCUSSION

BUSINESS LOGO SIGNAGE PROGRAM

OBJECTIVE:

To provide business identification and directional information for eligible accommodation, food and fuel services for motorists on 100 Series controlled access highways.

OVERVIEW:

The business logo program provides for business identification and directional information for specific essential motorist services throughout the Province on 100 Series controlled access highway corridors. The current program uses generic motorist service icons which would be replaced with brand specific logos. The business logo program shall be limited to essential motorist services.

ELIGIBILITY CRITERIA:

A business must meet the following specific requirements pertaining to its service type (same eligibility criteria which current exists for our generic motorist service sign policy):

- **Fuel** - service station located within 3 kilometers of highway exit.
- **Food** - an eating establishment, with the exception of canteens and mobile canteens, located within 5 kilometers of the highway exit and licensed by the Government.
- **Lodging** - motel, hotel or cabins consisting of a minimum of 10 rooms or units, located within 10 kilometers of the highway exit and approved by the Department of Tourism.
- **Tenting** - tenting grounds, located within 10 kilometers of the highway exit and approved by the Department of Tourism.
- **Trailer** - trailer park, located within 15 kilometers of the highway exit having complete hook-up (water, sewage, electrical) or partial hook-up (water and electrical), dumping station facility and approved by the Department of Tourism.

SIGNAGE:

The introduction of the business logo program will increase the number of required signs on the 100 Series Highway mainline interchange approach and ramps. The configuration of the business logo program of any specific interchange will be dependent upon location specific factors including, but not limited to, successive interchange spacing distance, length of ramp, complete interchange signing requirements, etc. The business logo sign configuration for any specific interchange would be determined, complete with cost estimate, in advance of offering the logo program to any eligible business.

For each mainline approach and exit ramp there shall be only one sign per motorist service displaying a maximum of 6 logos/names. Should there be more than 6 eligible businesses within the specified distance for that specific service, 6 businesses closest to the exit will be selected for display.

Illustrations of optional signage configurations would be:

- Full configuration would consist of one mainline sign and one exit ramp sign per direction, per motorist service. Option 1 attached.
- Exit ramp only signs where mainline signs are not possible. Business logos will indicate direction to service on, or at the end of, the interchange ramp while the mainline sign will consist of generic motorist service icons. Option 2 attached.
- Mainline only signs where space is not available on, or at the end of, the interchange exit ramp. Mainline signs would display the business logos whereas the ramp signing would consist of generic motorist service icons indicating the direction of the motorist services. Option 3 attached.

Please note the attached graphic options are for illustration purposes only. The actual design specifications for a Nova Scotia program have not been established at this point in time. Also, the remainder of the current generic service sign program (attractions, automated banking machines, visitor information centers, etc.) will continue to be available.

ICONS AND SYMBOLS:

A business logo may consist of the business identification symbol, name, brand, trademark or combination. A business logo which resembles an official traffic control device, or are deemed inappropriate, shall not be allowed.

APPLICATION AND FEES:

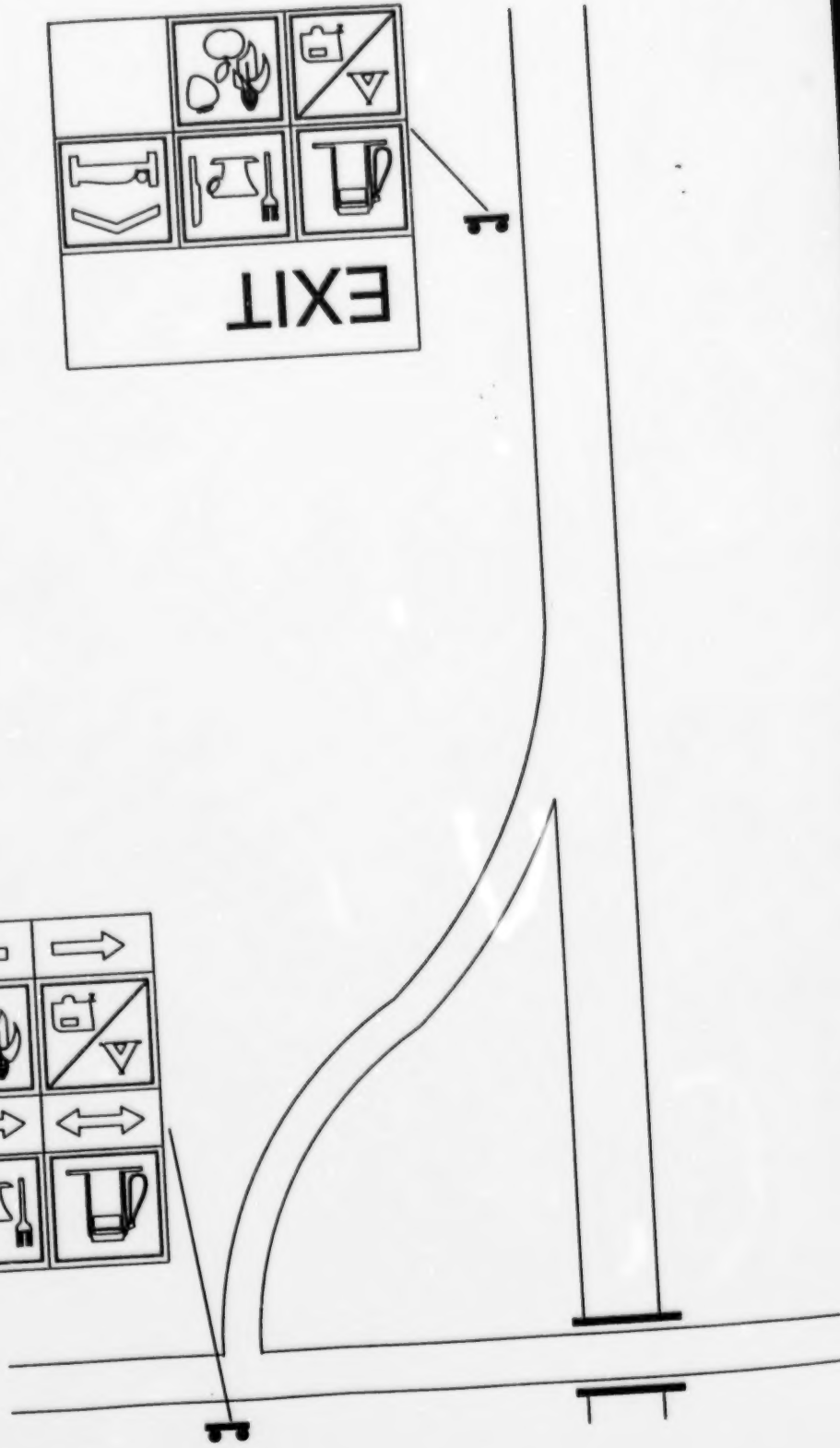
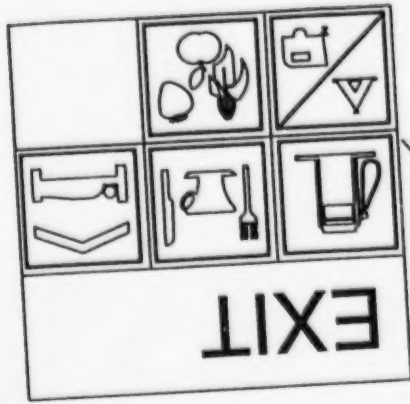
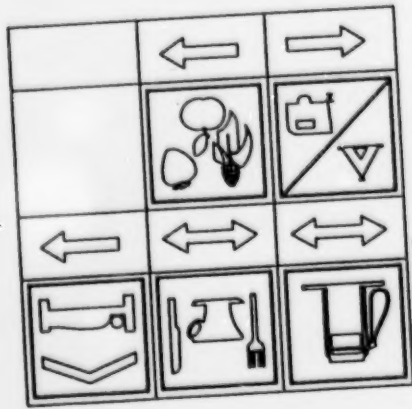
An individual business requesting placement of business logo signage shall submit a completed application form provided by the Department of Transportation and Public Works (TPW) with the application fee (to be determined). TPW will confirm eligibility and prepare a business logo sign configuration for the specific interchanges involved complete with cost estimate and present to the applicant.

The applicant will be responsible for all costs associated with fabrication and installation of signs to display their business logo. TPW will be responsible for fabrication and installation for the applicant. The applicant shall agree to pay TPW an annual fee of \$yy for each business logo displayed.

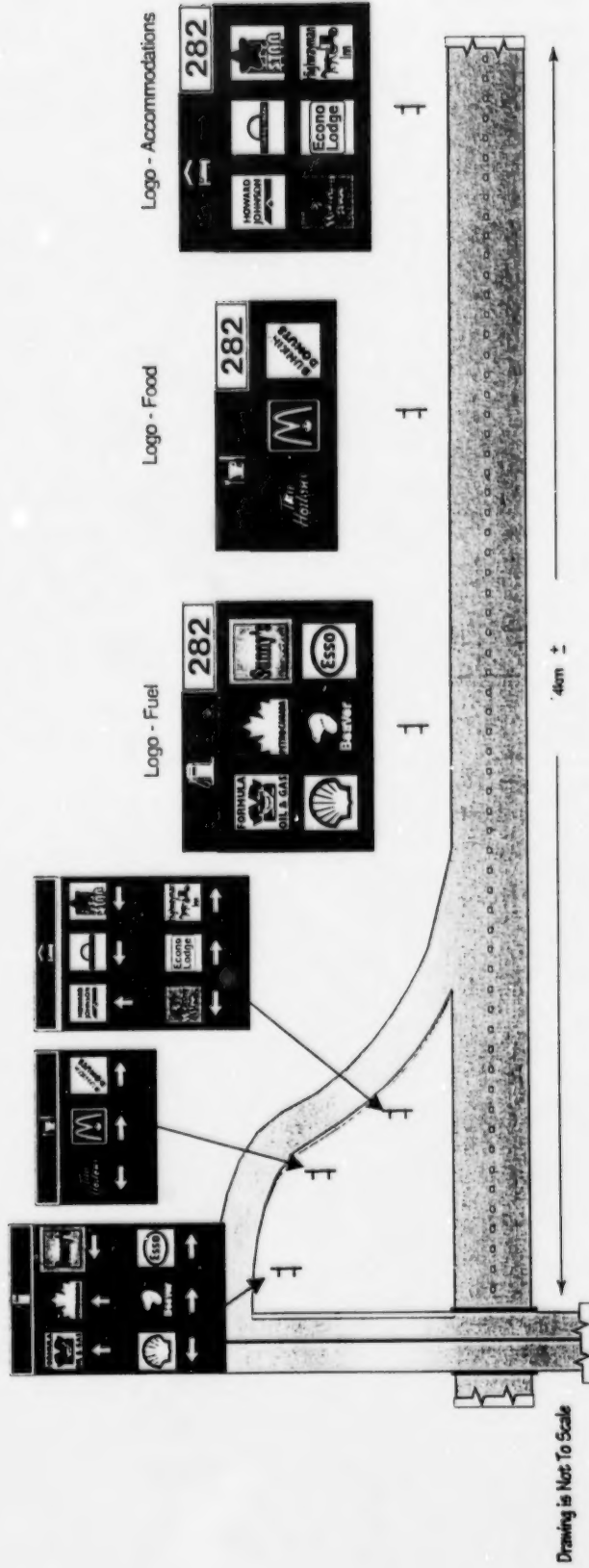
SIGN MAINTENANCE:

TPW shall not be responsible for damages to business signs caused by vandalism or natural causes. The applicant will be responsible for replacement costs.

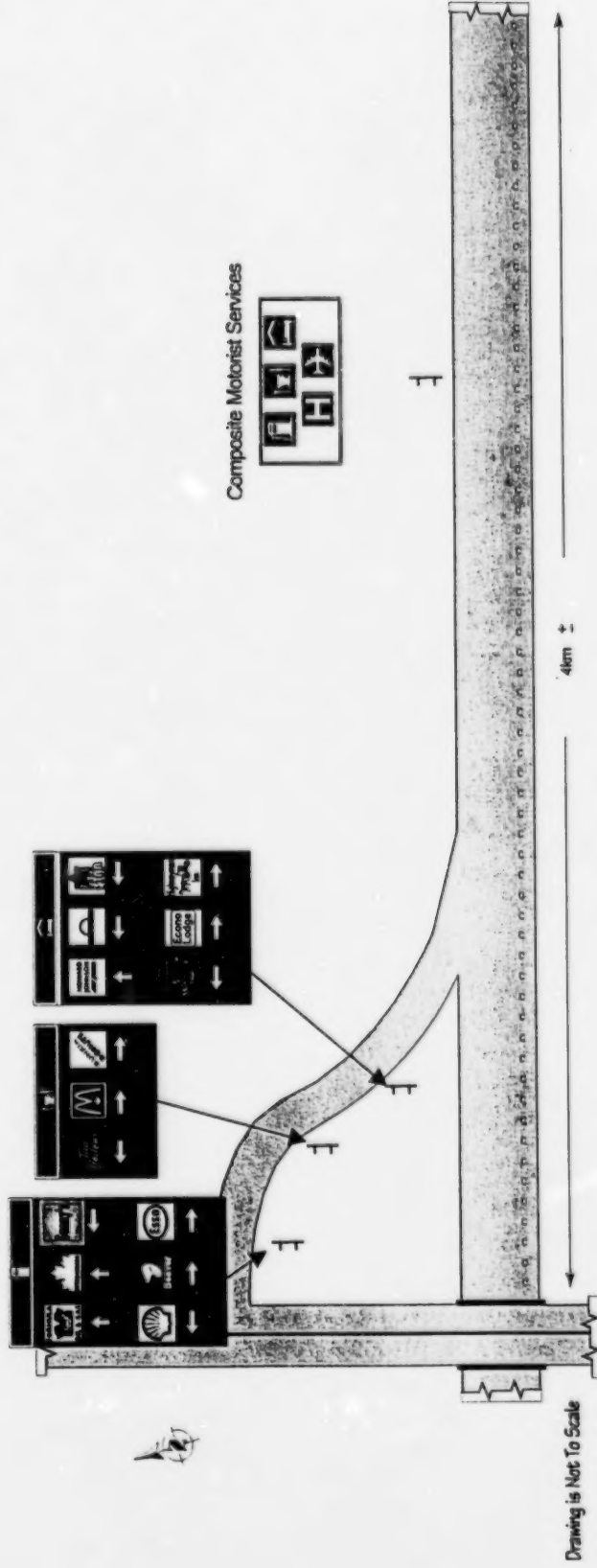
Current Standard Service Sign Placement



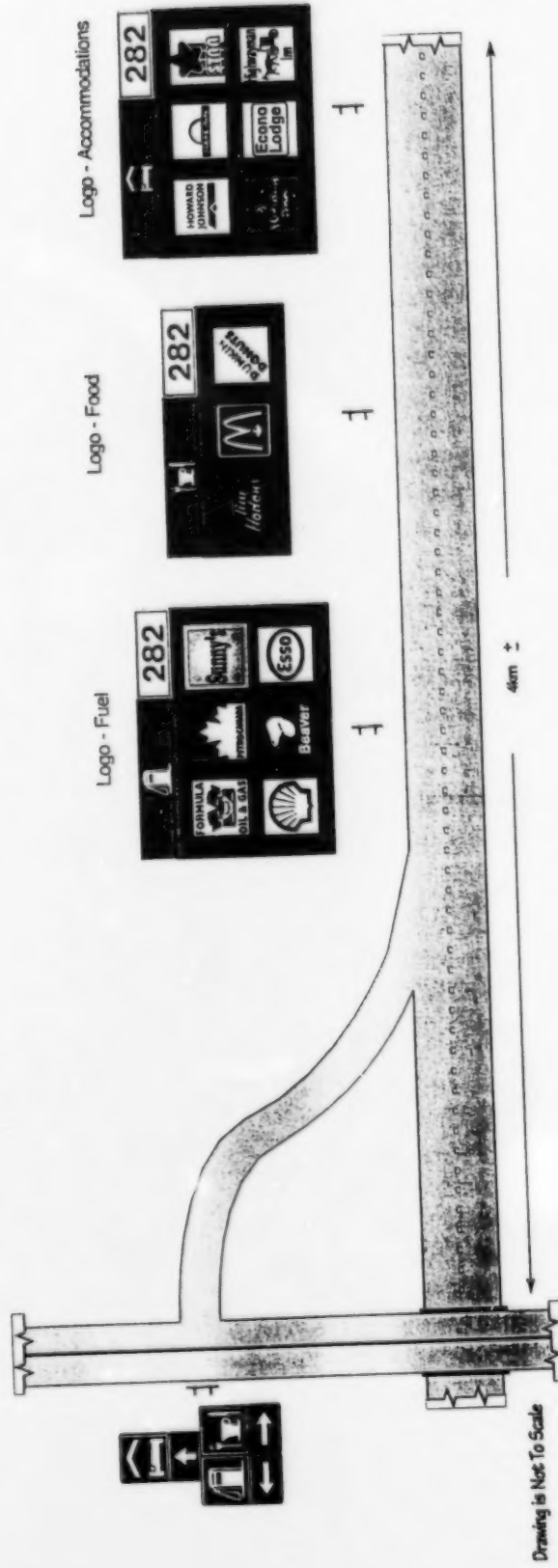
Sign Placement - Option 1



Sign Placement - Option 2



Sign Placement - Option 3



PROPOSAL FOR DISCUSSION
UNIFORM TRAVELLER DIRECTIONAL
SIGNS

OBJECTIVE:

To provide a standard system of intersection directional signs that would assist the travelling public's identification and guidance to locate traveller related businesses, services and sites of interest.

OVERVIEW:

Many destinations throughout Nova Scotia require travel along multiple rural highways which can create way finding difficulties. A standard system of directional signs across the Province at decision points would assist travellers in identifying and reaching local places of interest. Business operators would have an additional program for consideration of marketing their establishment.

The program would be available for all highways, under the ownership and responsibility of the Province, except 100 Series controlled access highways and their ramp terminals with the secondary highway network.

ELIGIBILITY:

- Businesses recognized for eligibility are those which offer traveller related goods and services available to the public, including:
 - (i) licensed accommodations under the Tourist Accommodation Act;
 - (ii) restaurants engaged in the serving of regular meals that are operated in compliance with any law in force respecting such operation; or
 - (iii) tourist attractions, including businesses, facilities or sites whose primary purpose is satisfying the needs of visitors from outside the immediate area and where the sale of goods is of a secondary nature, including museums, historic sites, national and provincial parks, theme and amusement parks, cultural attractions, natural phenomena, attractions, outdoor recreation facilities, guided tours, genealogical and historic centers, animal/plant attractions; or

- (iv) establishments which produce or exhibit artisanal products including galleries, craft studios, artist's studios; or
 - (v) those establishments where seafood and aquaculture products are held, hatched and reared for sale to the public; or
 - (vi) farmer market establishments which sells agricultural products; or
 - (vii) licensed winery establishments at which wine is made and sold to the public; or
 - (viii) craft, antique and gift shops that sell products to the public; or
 - (ix) local and provincial visitor information centers; or
 - (x) temporary special events and festivals.
 - (xi) temporary special events and festivals.
- These tourist attractions, businesses, facilities and sites must be open a minimum 5 days per week, 30 hours per week and 90 days during their normal operating season. This list is identical to that included in the Proposed Highway Advertising Sign Regulations.

SIGN DESIGN:

- **Color** - The background of signs shall be blue, except federal parks which shall be brown. White is to be used for all lettering, border, distance and arrows.
- **Size** - All sign panels shall be forty (40) centimeters in height by one hundred fifty-two (152) centimeters in length with a minimum ten (10) centimeter letter size.
- **Material** - signs shall be manufactured from plywood with reflective sheeting and mounted on wood post structures.
- **Message** - signs shall contain the name of the establishment or the symbol (logo) of the establishment, a directional arrow and distance.

PLACEMENT:

- Signs are permitted a maximum distance of fifteen (15) kilometers from the place to which they relate.
- No more than two "sign assemblies" will be permitted on each approach to an intersection. One sign assembly (3 panels maximum) shall be used exclusively for those attractions requiring a right turn at the intersection. The second assembly shall be used exclusively for those attractions requiring a left turn at the intersection.
- Lateral clearance shall be in accordance with the specifications established by the Department of Transportation and Public Works.
- Longitudinal position shall be in accordance with the specifications established by the Department of Transportation and Public Works.
- The location of an existing traffic control device, or the need for a new device, shall take precedence over the location of a traveller directional sign, either existing or proposed.

FEES:

- An application fee shall be established to cover administrative costs with renewal fee every three (3) years.
- Applicants shall be responsible for the full cost of sign panel(s) fabrication and installation, including post structures that may be required.
- Any sign panel(s), or post structures, destroyed by accident, vandalism or wear shall be replaced at the expense of the sign owner(s).

PROGRAM DELIVERY:

- The Department of Transportation and Public Works would have overall responsibility for the program.
- Application processing, sign fabrication, installation, repair and inspections will rest with the Department of Transportation and Public Works or through a private sector service provider.

The attached graphic provides an illustration to reflect the application of uniform traveller directional signs for intersections.

The signs in this diagram are oriented towards the direction from which they would be viewed on the highway. (For example, travelling east on route 288, one would see 'JCT 399 300m' first, followed by the blue 'Lone Pine Resort, Country Diner, and Smith's Campground'.)

Roll over the images to view them at a correct angle.

back

